

ITA Airways joins Miles & More as fully integrated partner

Rome, 20 March 2026 - ITA Airways is pleased to announce that as of April 1st, 2026, it will join **Miles & More**, the renowned loyalty program of the Lufthansa Group, as fully integrated partner, with a progressive integration of the user experience that will be consolidated throughout the month of April. With over **39 million members worldwide**, Miles & More is one of Europe's largest and most successful loyalty programs, offering customers a wide range of benefits and exclusive privileges, comprising 170 international partnerships, including 35 airline partners and 135 non-air partners.

Through this integration, ITA Airways passengers will enjoy:

- **Global reach and recognition:** Access to one of the most established loyalty networks in Europe.
- **Consistency for travelers:** A unified experience across Lufthansa Group airlines.

This strategic decision represents a **key milestone in ITA Airways' integration into the Lufthansa Group ecosystem**, reinforcing the Italian airline's commitment to delivering a seamless travel experience and enhanced value to its customers.

"Joining Miles & More as fully integrated partner represents a major achievement in our integration with the Lufthansa Group – said Joerg Eberhart, CEO and General Manager of ITA Airways - Our customers will benefit from one of Europe's most comprehensive and rewarding programs, ensuring greater flexibility and value for their travels. This is a clear example of how synergies within the Lufthansa Group translate into tangible advantages for passengers".

"The Board of Directors has made an important decision for the company's development path. I would like to thank all the directors for their contribution and the sense of responsibility shown during the discussions that led to this resolution, adopted in the interest and for the benefit of ITA Airways. We will continue our joint work with our shareholders, in a spirit of full cooperation, to further strengthen the company's future and the value it represents for the country," said Sandro Pappalardo, Chairman of ITA Airways.

This announcement follows the first step taken in February 2025, when ITA Airways announced commercial synergies with Lufthansa Group. Today's milestone consolidates that partnership, creating a unified loyalty experience for millions of travelers.

Additional information about the Miles & More program are available at <https://www.miles-and-more.com/de/it.html>.

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About ITA Airways

ITA Airways is the Italian reference carrier. The Company is 59% owned by the Ministry of Economy and Finance and 41% by Deutsche Lufthansa AG. ITA Airways operates both passenger and cargo air transport services, providing Italy with high-quality connectivity to international destinations, supporting tourism and foreign trade, as well as domestic connectivity within the Country, also leveraging integrated mobility. Through strong digitization of processes to ensure the best possible experience and personalized services, ITA Airways places customer service at the core of its strategy. This is combined with a commitment to sustainability, which encompasses environmental aspects (such as a young,



technologically advanced fleet to reduce environmental impact), social aspects (a strong focus on its employees and the communities in which it operates), and governance aspects (integrating sustainability into internal strategies and processes).

About Miles & More GmbH

With over 30 years of experience in the loyalty sector and over 25 years in the retail business and financial environment, **Miles & More GmbH** is an absolute expert in individual and successful customer communication and retention. Gerald Schlögl is the managing director of this wholly-owned Deutsche Lufthansa AG subsidiary, based in Frankfurt am Main.

As the loyalty programme of the Lufthansa Group, **Miles & More** offers more than 39 million members access to an exclusive world with more than 170 international partners along the entire travel chain and in everyday life. The core of this diverse world of programmes and offers with attractive benefits and exclusive travel privileges lies in the award logic by earning and redeeming miles for awards and in the status logic by earning points to achieve frequent flyer status. In addition, the programme offers numerous financial services, most notably the successful Miles & More credit card portfolio in cooperation with various banks in over 20 countries. Added to this are Miles & More Online Shopping, 'Hotels & Cars by Rocket by Agoda' and 'Gift cards from cadooz'.

Miles & More GmbH operates with the **Worldshop** the online shop worldshop.eu, which stocks over 400 premium brands and more than 4,500 items, and has a total of six Worldshop stores at the airports in Berlin, Frankfurt (two locations), Munich (two locations) and Vienna.

Further information:

- Miles & More GmbH: <https://miles-and-more.company>
- Miles & More: <https://www.miles-and-more.com>
- Worldshop: <https://www.worldshop.eu/en/about-us>

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